

**INTERAGENCY COORDINATING COUNCIL
COMMITTEE MEETING MINUTES**

COMMITTEE: Public Awareness
DATE: July 26, 2001
RECORDER: Cheryl Holden

MEMBERS PRESENT: Elaine Fogel Schneider, Co-Chair; Gwendolyn Aldridge, Ellen Broms, Shirley Stihler, Stephanie Pringle Fox

MEMBERS ABSENT: Zelna Banks, Hedy Hansen, Nenita Herrera-Sioco, Martha Sanchez, Co-Chair

DDS LIAISON: Pat Hastings

GUESTS: Elissa Provance, Pat Winget

I. Introductions

Introductions were made.

II. Agenda Review

The agenda was reviewed and approved with the addition of a discussion of the *ICC Recommendations on Early Start Collaboration with Foster Care*.

III. Review of Minutes

The meeting minutes of March 22, 2001 were approved as written. The meeting minutes of May 17, 2001 were approved with one correction. The Early Start Resources Report was not attached as noted and will be provided at the September meeting.

IV. Action Item to approve the Early Start Annual Performance Report

The California Early Start Annual Performance Report 1999 – 2000 was reviewed for content. PAC will recommend to the full ICC that the report be approved with suggestions. ESR staff recorded suggested changes for incorporation into the final draft report.

V. Follow up on Prior Activities

Methods of tracking the committee's work were discussed. Goals of a tracking system include keeping the committee's priorities focused, as well as recording action items and progress. It was suggested that the strategic plan could be used as a template and PAC goals for 2001 could be added. It was also recommended that action items be emphasized in the meeting minutes. Cheryl Holden offered to start an e-mail group (listserv) for PAC members. All members will receive an electronic version of the updated Strategic Plan, the proposed agenda and meeting minutes. Suggestions and information may be sent to the listserv. Ideally, this system will enhance communication between ICC meetings.

ACTION ITEM: Cheryl Holden will initiate PAC e-mail listserv.

VI. ICC Recommendations on Early Start Collaboration with Foster Care

Appropriate dissemination strategies for outreach to those involved with the foster care system were discussed. Recommendation #2 of the ICC Ad Hoc Committee on Foster Care states, "Develop a consistent county level outreach and information procedure." Strategies for developing a statewide dissemination plan were discussed and it was agreed that Foster Care Outreach will remain a standing item on the PAC agenda. A rich discussion about foster care outreach generated many ideas for continued discussion at the next meeting:

- ❑ Identify web-based screening tools to identify children appropriate for referral
- ❑ Obtain a list of foster care providers and associations in each county to develop a mailing list
- ❑ Collaboration with the Cynthia Rutledge, the newly assigned Department of Social Services (DSS) representative to the ICC
- ❑ Complete a literature review of the ESR library
- ❑ Send an Early Start information packet to DSS administrators
- ❑ Provide Early Start materials to foster family home agencies and Court Appointed Special Advocates, along with instructions on how to customize products for their local areas
- ❑ Explore the idea of how to provide Early Start information to accompany the foster parent paycheck
- ❑ Support events sponsored by DSS by placing them on the Master Calendar, providing Early Start materials and the traveling display

ACTION ITEM: Elaine Fogel Schneider will discuss statewide dissemination strategies with Pat Aguilar and Greg Rose. Elaine will provide a report at the September ICC meeting.

ACTION ITEM: Elaine Fogel Schneider will contact Zelna Banks about inviting Bob Farran from the Southwest SELPA as a guest to the PAC.

ACTION ITEM: Zelna Banks will contact Bob Farran to invite him to share issues and possible solutions related to foster care outreach at the September meeting in Burbank.

An additional outreach strategy discussed included sending the Early Start Poster to pediatricians, foster family agencies, community colleges, childcare providers, community college para-professional preparation sites, Child Protective Services, public assistance eligibility workers (TANF), and other entities. The poster and information could be sent with a cover letter from each entity's Department administrator (e.g. the Welfare Associations Director, Frank Mecca).

ACTION ITEM: Elaine Fogel Schneider will identify administrators to contact who would be willing to endorse a cover letter with their signature.

VI. Share Samples, Ideas and Strategies of Public Awareness Tools

Cheryl Holden shared the new Spanish language version of the Early Start Public Service Announcement (PSA).

ACTION ITEM: Cheryl Holden will bring the Spanish language PSA to the September meeting for Martha to view.

Stephanie Pringle Fox shared the redesigned “media kit”. It is now titled *Tools for Early Start Child Find and Outreach*. Stephanie edited and formatted parts of the booklet. It is targeted for family resource center support staff to assist them with outreach activities. It was suggested that other groups including early intervention programs and parent organizations could use the information. PAC members received a copy of the draft booklet. Elaine requested that the committee review the draft booklet and return with suggestions at the September meeting. Packaging and dissemination plans will be discussed at future meetings.

ACTION ITEM: Committee members will review the “Tools for Early Start Child Find and Outreach” and share suggestions for additions, target audiences, and implementation ideas at the September ICC meeting.

ACTION ITEM: Stephanie Pringle Fox and Pat Winget will meet to discuss development of additional sections, low cost dissemination strategies, and additional consultation resources.

Cheryl Holden reported that she would present a demonstration of the Early Start Web Site to the Full ICC on Friday. DDS data regarding web site use demonstrated that the *Central Directory of Early Intervention Resources* was downloaded 229 times since it was launched on April 5, 2001. The committee requested that the DDS Early Start web site be linked to the Federal ICC’s web site at www.fed-icc.org

ACTION ITEM: Cheryl Holden will investigate linkage with Federal ICC web site.

VII. State Reports

Department of Developmental Services (DDS) – Pat Hastings and Cheryl Holden reported on the following:

The Service Coordination Institute: Foundations (SCI:F) training event was held May 22-24, 2001 in South San Francisco. Over 200 participants attended. The conference received very high evaluation marks (3.5 average out of 4) by participants.

The Service Coordination Institute: Advanced (SCI:A) was held June 12-13 in Burbank. Over 75 participants attended. The focus was on transition and supporting families through change.

The new Core Catalogs promoting the fall training season have been distributed to all past SCI:F and SCI:A participants, regional centers, LEAS and other interested people. These and other events are also

listed on the DDS web page under the Community Events and Training Calendar.

DDS staff are developing the content for the referral brochure. DDS will collaborate with the ICC and ESR with an anticipated completion date of November 30, 2001.

The Baby Line toll free information line

- had 259 calls in May, 2001
- had 191 calls in June, 2001
- had 1379 calls since January, 2001 (see attached)

The suggestions provided by PAC regarding the Spanish message on the Babyline have been implemented. The counter has been repaired.

Pat Hastings introduced Rick Ingraham, Part C Coordinator and Manager of the Children and Family Services Branch, who joined the meeting at this time with Dr. Peterson.

An Early Start Evaluation and Assessment Forum is being developed in collaboration with the Association of Regional Center Agencies (ARCA). It is tentatively scheduled for November 2001 in San Diego. An evaluation and assessment handbook will be adapted from the *Service Coordinator's Handbook* targeting an audience of assessors.

An additional Early Start/ARCA Forum titled "Natural Environments – Step by Step" will be held on September 24-25, 2001 at the South San Francisco Conference Center.

DDS and WestEd are negotiating a contract and scope of services. The agreement is close to being finalized at this time.

California Department of Education (CDE) – Ellen Broms reported on the following:

CDE is continuing to develop additional Handbooks. The *Handbook on Developing Individualized Family Service Plans and Individual Education Programs in Early Childhood Special Education* and the *Handbook on Developing and Implementing Early Childhood Special Education Programs and Services* were completed this year. These Handbooks are available for purchase on the CDE web site. www.cde.ca.gov

CDE plans on continuing the Field meetings for local education agencies with a one day workshop on infant/preschool programs if funding is available.

SEEDS continues to provide training for parents in the verification review process to ensure that there is parent input.

Department of Alcohol and Drug Programs (ADP) – Gwendolyn Aldridge reported on the following:

The Office of Perinatal Substance Abuse budget was reduced by \$1 million. Last year their budget was \$92 million. The Youth Treatment budget was reduced by \$5 million. ADP will be having a conference next week to develop new methods of funding services.

VII. Early Start Resources Report

Pat Winget provided a report on the number of Early Start products, resources and information disseminated. See attached report.

IX. Other business

It was suggested that the ICC meeting be moved to San Diego in November in order to allow members to attend both the ICC meeting and the Zero to Three National Conference. Rick Ingraham will discuss this suggestion at the Full ICC meeting.

X. Proposed Agenda for Next Meeting

1. Follow up on prior activities and goals using the strategic plan
2. Presentation by Dr. Mary Lu Hickman from DDS regarding outreach to physicians
3. Presentation by Bob Farran from Southwest SELPA regarding outreach to foster families
4. Presentation by Rick Ingraham from DDS on the Health and Wellness Initiative
5. Review "Tools for Early Start Child Find and Outreach"
6. Foster Care outreach
7. State reports
8. Early Start Resources report
9. Other

XI. Meeting Adjourned